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## AND TOILET REQUISITES

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Fifth Avenue & 39th Street

# Women say La. may stays on better than any other face powder.

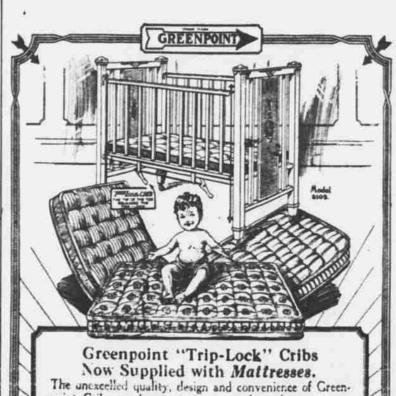
leaving your nose shiny and conspicuous, probably just at the very moment when you would give anything to appear at your best. A specialist has at last perfected a pure powder that really stays on; that stays on until you wash it off. It does not contain white lead or starchy rice powder to make it stay on. This improved formula contains a medicinal powder doctors prescribe to improve the complexion. In fact, this powder

In the present time it has been almost impossible to get a face powder to stay on the face longer than it takes to put it on. You powder your nose nicely and the first gust of wind or the first puff of your handkerchief and away goes the powder. It is also usual powder is called La-may (French. Poudre L'Amé). Because the La-may is pure and because it stays on so well it is already used by over a million American women. All dealers carry the large sixty-cent box. ers carry the large sixty-cent box, and many dealers also carry the generous thirty-cent size. When you use this harmless powder and see how beautifully it improves your com-plexion you will understand why Lamay so quickly became the most popular beauty powder sold in New York. We will give you five thou-sand dollars if you can buy a better face powder anywhere at any price Herbert Roystone, 10 East 18th St. New York.



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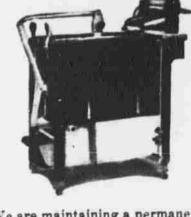
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